

Message Text

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ACTION AF-08

INFO OCT-01 EUR-12 ISO-00 SS-15 NSC-05 PRS-01 EB-07 MMO-04

CU-04 CIAE-00 INR-07 NSAE-00 INRE-00 SSO-00 NSCE-00

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O 221214Z MAY 76

FM AMEMBASSY DAKAR

TO SECSTATE WASHDC IMMEDIATE 5129

USIA WASHDC IMMEDIATE

USDOC IMMEDIATE

AMEMBASSY ABIDJAN

AMEMBASSY ACCRA

AMEMBASSY BAMAKO

AMEMBASSY BANJUL

AMEMBASSY CONAKRY

AMEMBASSY COTONOU

AMEMBASSY FREETOWN

AMEMBASSY LAGOS

AMEMBASSY LOME

AMEMBASSY NIAMEY

AMEMBASSY NOUAKCHOTT

AMEMBASSY MONROVIA

AMEMBASSY OUAGADOUGOU

AMEMBASSY PARIS

UNCLAS DAKAR 3261

E.O. 11652: N/A

TAGS: BGEN, SG

SUBJ: SECOND INTERNATIONAL FAIR OF DAKAR (DEC 3-12, 1976)

REF: A) STATE A-9254 (1973), B) 75-STATE A-6674, C) DAKAR 1047,
D) USIA 15190

1. SUMMARY. DURING SECRETARY KISSINGER'S VISIT TO DAKAR,
LETTER FROM PRESIDENT FORD WAS TRANSMITTED TO PRESIDENT SENGHOR
PLEDGING U.S. PARTICIPATION IN 1976 DAKAR INTERNATIONAL FAIR.

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EMBASSY PROPOSES WASHINGTON AGENCIES CHOOSE BETWEEN STRICTLY

COMMERCIAL EXHIBIT SIMILAR TO THAT OF 1974, CULTURAL 'BICENTENNIAL REFLECTIONS' EXHIBIT, OR BOTH, AND ADVISE AS TO AVAILABILITY OF TECHNICAL AND FINANCIAL RESOURCES. REQUEST ADDRESSEE EMBASSIES (EXCEPT ABIDJAN), SEND CURRENT LIST OF U.S. FIRMS REPRESENTED IN YOUR COUNTRIES AS SOON AS POSSIBLE. END SUMMARY.

2. DURING SECRETARY KISSINGER'S VISIT TO DAKAR MAY 1-2, LETTER FROM PRESIDENT FORD WAS TRANSMITTED TO PRESIDENT SENGHOR PLEDGING U.S. PARTICIPATION IN SECOND DAKAR INTERNATIONAL FAIR TO TAKE PLACE DEC 3-12, 1976. LETTER WAS IN RESPONSE TO INVITATION FROM PRESIDENT SENGHOR SUBMITTED REF (C).

3. WE RECOGNIZE THAT BASIC RESPONSIBILITY FOR RECRUITMENT RESTS WITH EMBASSY AND ARE PREPARING LETTER TO BE SENT TO ALL U.S. FIRMS REPRESENTED IN WEST AFRICA. INVITATIONS WILL ALSO BE SENT TO FIRMS WHICH HAVE EITHER SENT REPRESENTATIVE TO SENEGAL OR MADE SERIOUS COMMERCIAL INQUIRY OF EMBASSY OVER LAST 12 MONTHS. AS WAS CASE IN 1974, MOST LOCALLY REPRESENTED U.S. FIRMS WILL SEEK TO PARTICIPATE IN SENEGALESE PAVILLION UNDER AEGIS OF LOCAL DISTRIBUTOR, RATHER THAN IN US PAVILLION. ACTION REQUESTED ADDRESSEE EMBASSIES EXCEPT ABIDJAN: PLEASE SEND LIST OF LOCALLY REPRESENTED U.S. FIRMS.

4. DURING 1974 DAKAR FAIR, ARDUOUS RECRUITING EFFORT WAS NOT SUFFICIENT TO FILL MINIMAL SPACE (390 SQ METERS) OF U.S. PAVILLION, AND DISAPPOINTING RESULTS FROM COMMERCIAL AND REPRESENTATIONAL POINT OF VIEW WERE DISPROPORTIONATE TO LARGE AMOUNT OF WORK AND RESOURCES INVESTED. COST OF 1974 EXHIBIT WAS \$54,800, OF WHICH COMMERCE CONTRIBUTED \$33,800 AND PRIVATE FIRMS CONTRIBUTED \$21,000. ALTHOUGH COST OF FLOOR SPACE IS UNCHANGED FROM 1974 AT CFA 9,500 (\$40) PER SQ METER, COSTS OF LABOR, LOCAL HANDLING, WATER, ELECTRICITY AND SECRETARIAL ASSISTANCE HAVE RISEN. WE ESTIMATE COST OF SIMILAR PAVILLION COULD REACH \$75,000 IN 1976, EVEN ALLOWING FOR ECONOMIES WHICH COULD BE REALIZED AS RESULT OF FIRST EXPERIENCE IN DAKAR.

5. IN VIEW OF MINIMAL LOCAL COMMERCIAL INTEREST, EMBASSY UNCLASSIFIED

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BELIEVES USG SHOULD CONSIDER ALTERNATIVE OF CULTURAL EXHIBIT TO AFFIRM AMERICAN PRESENCE AND INTEREST IN SENEGAL. MANY OTHER COUNTRIES, PARTICULARLY EASTERN BLOC, WILL BUILD THEIR EXHIBITS AROUND CULTURAL-INFORMATIONAL THEME. "BICENTENNIAL REFLECTIONS" EXHIBIT WOULD BE IDEAL VEHICLE WHICH COULD STAND ALONE OR SUPPLEMENT COMMERCIAL EXHIBIT. HOWEVER, COST OF FLOOR SPACE FOR REFLECTIONS WILL BE ROUGHLY \$35,000, AND OTHER EXPENSES (SEA FREIGHT, INSTALLATION, DISMANTLING)

COULD BRING TOTAL TO \$75,000 WHICH, UNLIKE COMMERCIAL EXHIBIT, WOULD NOT BE OFFSET BY PRIVATE FIRM CONTRIBUTIONS.

6. OPTIONS AND RESOURCES: POST WOULD APPRECIATE GUIDANCE ON FOLLOWING QUESTIONS:

(A) WILL FINANCIAL/TECHNICAL RESOURCES BE AVAILABLE FOR 'REFLECTIONS' (APPROX \$75,000), 390 SQ METER COMMERCIAL EXHIBIT (APPROX \$75,000 LESS FUNDS COLLECTED FROM EXHIBITING FIRMS) OR BOTH (\$125,000)? FOR COMMERCIAL ONLY EXHIBIT, FUNDING AT 1974 LEVEL WILL NOT BE ADEQUATE UNLESS SUBSTANTIALLY MORE INTEREST CAN BE GENERATED AMONG U.S. EXHIBITORS THAN WAS CASE IN 1974.

(B) ARE SPECIFICATIONS 1974 USDOC-SUPPLIED EXHIBIT STILL VALID? IF SO, EMBASSY WILL SUBMIT TENDERS AS SOON AS POSSIBLE TO LOCAL FIRMS FOR CONSTRUCTION.

(C) SERVICES OF USDO EXHIBIT DIRECTOR WERE ESSENTIAL TO 1974 FAIR AND WILL BE EQUALLY SO THIS YEAR. NORMAL 12-WEEK ADVANCE PERIOD IS BARE MINIMUM, AND EMBASSY SEEKS ASSURANCE THESE SERVICES WILL BE AVAILABLE.

(D) DURING 1974 FAIR, USIA PROVIDED LUNAR ROVER TO FILL SPACE OF FIRMS WHO DROPPED OUT AT LAST MINUTE. WHILE WE WOULD HOPE TO FILL ENTIRE SPACE WITH MARKETABLE PRODUCTS, WE WOULD LIKE TO KNOW OF AVAILABILITY OF LANDSAT EXHIBIT (REF D) AS FALLBACK.
AGGREY

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